Account Selling

- *What is the account's S.I.C. code?*
- *How many employees at the location?*
- *What is the account's primary product?*
- *Who are their customers?*
- *Who heads design engineering?*
- *Who heads manufacturing engineering?*
- *What are the labor rates?*
- *Are they a "Just-In-Time" manufacturer?*
- *Do they buy our type of material from distribution or directly from a manufacturer?*
- *Which distributor provides the best service? Why?*
- *Do they have contracts with electrical distributors? If so, which ones?*
- *How often are these contracts negotiated?*
- *Where are their other, if any, plant locations?*
- *Do they subcontract assembly work? If so, to whom? What type of work? Where?*
- *Who is involved in making a decision on a new product? Who has the final authority?*
- *What is the size in dollars of this company?*
- *Whose product do they currently buy?*
- *Does that manufacturer have the breadth of product that T&B offers and the ability to add value through:*
  - *Transaction cost reduction*
  - *Lowered installed cost*
  - *Single source supplier*

Industrial O.E.M.
Market Profile

Thomas&Betts

Thomas&Betts

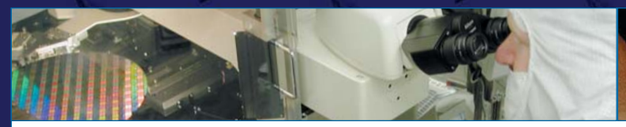
Thomas & Betts Ltd.
700 Thomas Avenue
Iberville, Québec J2X 2M9
450-347-5318

Thomas & Betts Corporation
Electrical Division
8155 T&B Boulevard
Memphis, TN 38125
1-800-888-0211

©Thomas & Betts Corp. All rights reserved.

5/02/5M Order No. GM-424

Identifying Marketing Opportunities With Thomas & Betts' Support



Industrial O.E.M. Market Profile

Key Buying Influences

- **Design Engineers -** They are responsible for specifying the manufacturer and the type of material to be used in the production of equipment.

  They look for:

  - Reliability
  - Breadth of Line
  - Product Features and Benefits
  - Longevity and Reputation of Supplier
  - Specifications
  - CAD Drawings and Electronic Tools
  - Web Based Assistance

- **Manufacturing Engineers -** These people are responsible for designing the flow of the materials and the types of machinery used in the production of the equipment.

  They look for:

  - Delivery Times and Schedules
  - Manufacturing Efficiency
  - Downtime
  - Innovation

- **Floor Supervisors/Foremen -** They are responsible for the actual manufacturing of the equipment.

  They look for:

  - Ease of Installation/User Friendliness
  - Reliability of Tooling and Tool Service
  - Availability of Products

- **Purchasing -** This group is responsible for the purchasing and timely delivery of the materials specified for the equipment manufacturing.

  They require:

  - Materials that Meet Specifications
  - On-Time Delivery
  - Breadth of Line
  - Pricing

- **Management -** The executive looks for products that add value to the product they manufacture for their end customers.

  They require:

  - Executive Level Contact
  - Business and Marketing Support
  - Value Added Service

Trends

- **Global Codes & Standards -** Worldwide codes and standards harmonization in process NEMA/IEC.
- **Increased Usage of Subcontractors -** Use of panel builders and harness shops.
- **Alliances of Manufacturers -** The emergence of global alliances and multi-national locations.
- **Vendor Reduction -** Need for suppliers to offer complete range of components and systems so O.E.M. can reduce its transaction costs.
- **New Technology -** Traditional electrical products being replaced with programmable controllers, ribbon cable and insulation displacement connectors.
- **Kitting Operations -** O.E.M.'s value suppliers that kit materials based on unit production.
- **Certification -** Increased usage of DIN and ISO 9000 standards, CE MARK.
- **Increased Productivity and Manufacturing Effectiveness -** Reliance on manufacturers with ISO 9000, SPC and JIT programs.

Market Profile

Overview
The current Thomas & Betts product offering and electrical distributor network are ideally suited to properly service the industrial O.E.M. market segments. These targeted segments are as follows:

- **Factory Automation -** Manufacturers of conveyers and conveying equipment; machine tools and accessories; material handling equipment; and special industrial machines such as metal working, food products, woodworking, paper and printing make up this segment.

  Examples of these manufacturers are:

  - Cincinnati Milicron
  - Litton Industries
  - GMF
  - Progressive Machinery
  - Otis Elevator

- **Industrial Equipment -** This segment is made up of manufacturers of farm and construction equipment; elevators and moving stairways; switchgear and switchboard apparatus; uninterruptible power systems; industrial controls; and general industrial machines such as hoists, cranes, pumps, compressors, generators and welding apparatus.

  Examples of these manufacturers are:

  - Caterpillar
  - John Deere
  - Liebert
  - Johnson Controls
  - Carrier Air Conditioning

- **Transportation -** This segment is made up of manufacturers of motor vehicles; aircraft; ships; and railway/subway equipment.

  Examples of these manufacturers are:

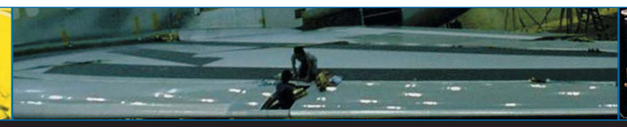
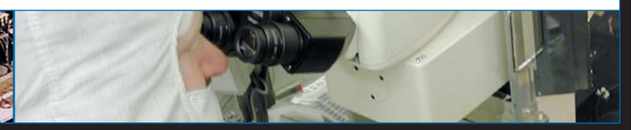
  - General Motors
  - Boeing
  - Avondale
  - Ingles
  - GE Erie

- **Other O.E.M. Segments -** The Thomas & Betts Electrical Division concentrates most of its sales and marketing efforts on the above three industrial O.E.M. segments. We do, however, have success in other segments. Those segments are manufacturers of telecommunication equipment; military equipment; medical apparatus; office machines; computers; and appliances.

  Examples of these manufacturers are:

  - Northern Telecom
  - AT&T
  - Lockheed
  - GE Medical Systems
  - Xerox
  - IBM
  - Codex

Primary Product Offering

Overview
Our products feature high quality, reliability and easy installation. We back our products with on-time delivery and multiple standards including UL, CSA, DIN, and ISO 9000. We have a complete array of installation tools that are supported with product warranties and a full tool service department. The following products are used extensively in the industrial O.E.M. market segments:

- Ty-Rap® and Ty-Fast® Cable Ties
- E-Z-Code® Wire Markers
- Pos-E-Kon™ Connectors
- T&B Fittings
- Spec-Kon® & Sta-Kon® Terminals
- T&B Wiring Duct
- Shrink-Kon® Insulators
- Color-Keyed® and Blackburn® Connectors